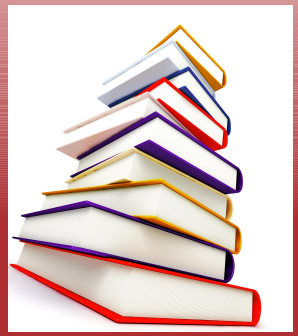

The Ultimate Book Marketing Guide

1. Pre-Steps

- **A. Write a Great Book**
  - Misconception
    - Marketing can sell anything
  - Good marketing
    - Megaphone that effectively spreads the word about what is already there
  - Be honest with yourself
    - Can you write a truly awesome book?
    - Get help if you need it
- **B. Build Relationships Help whenever you can**
  - Start building them now, before you ever get to think about...
    - launch tactics
    - execution timelines
    - writing a book
  - You will need help
    - Help comes from people
    - They can...
      - advise you
      - help you when you get stuck
      - spread the word
      - stick up for you
      - give you a kick in the butt
  - Help them
    - Consume their content
    - Share their work
    - Thank them for their effort
    - Ask them what else you can do
  - No quid pro quo
  - Making friends

2. Learn From Others

- From...
  - successes
  - failures
- Look for...
  - what others are doing to reach your audience
  - cool ideas from outside of your industry
- Make note of...
  - what you like
  - why you think it will be effective
  - what went into doing it well
- Reverse-engineer
  - Don't just copy

3. Choose Your Launch Plans

- List out...
  - tactics
  - infrastructure
  - preparation
- What I did
  - Build a mini-site
  - Video trailer
  - Pre-launch offer
  - Send the book to reviewers
  - Guest posts
  - Contest
  - Launch bonuses
  - Supporting a good cause
  - Free digital version of the book

4. Give Yourself More Time Than You Think You Need

- List all the tasks on a timeline for the whole project
  - Gantt chart ...
- See...
  - how they fit together in a timeline
  - what the dependencies are between each task
- Budget 50%-100% more time

5. Double-Check Your Calendar

- Major religious holidays
- National holidays

6. Clear Your Schedule for Launch Week

- Make sure that there is absolutely nothing that isn't essential happening during that week

This map was graciously offered by:

FLUENT BRAIN
Visual Facilitation